

# PORTOLA PLANS INCLUDE MANY ODD FEATURES

### Committee Rapidly Completing Details for Great Celebration, but Funds Still Needed

### Floats and Scenic Tableaus for Historical Pageant to Be Ready on Time

There is one decorative feature of the Portola festival which, though farthest from the civic center, will nevertheless be seen by thousands and thousands of the visitors during Portola week, for it grows in Golden Gate park. It grows upon a grass plot 300 feet long by 25 feet wide, stretching across the foreground of the park conservatory. It is visible from one of the main driveways through the park. This growing tribute to Don Caspar is a gorgeous, flowering picture, symbolic of his achievements in the days of Alta California. The scene is divided into three panels. In the center and largest one is the doughty Spanish warrior on horseback.

Standing at his right is the pious Franciscan friar, carrying his pilgrim's staff. On his left a stalwart musketeer stands, gun in hand. All three of these men are gazing toward the bay, and in the background may be seen the blue hills which skirt the water.

Separating this center group from the side panels are large yellow scrolls upon which are written in red the words "Portola Festival, 1769-1909." The right hand panel represents a Spanish galleon sailing on the seas, and the left hand section is a reproduction of the famous old Carmel mission.

The entire emblem is a wonderful piece of horticultural art. The coloring is marvelous. The sky effects are all made with blooming light lobelia, the hills and the shaded parts of the mission are a soft brown growth of alternanthera, and the foregrounds are composed of pale lined spargelia. The figures are made of perilla and pyrethrum, the latter used for the dark effects and the former for the light. The old galleon is a gay boat, with a hull of pyrethrum, sails of alternanthera and the crosses upon the sails of silver thyme. Though the sea toward which the men are looking is the blue of the dark lobelia, that through which the ship is plowing is a soft gray, made by combining leucophyton and spargelia.

### PORTOLA THEATRICAL BENEFIT

But four days remain to the tardy ones to procure their tickets for the Portola theatrical benefit, which takes place on Friday afternoon at the Garrick theater. The businessmen of the city have been most faithful in doing their share toward the financial success of the coming carnival and this is now the opportunity for all the women and children to come forward with their helpful \$1 or \$2 and attend the benefit.

The theatrical managers promise them an afternoon well spent. A better theatrical talent could be found than that which will be made in honor of Don Gaspar de Portola. Billie Burke will be one of the favorite stars and Evelyn Vaughan will be another. There will be a scene from George Cohan's play "Fifty Miles from Boston," and one from the Viennese operetta, "Mademoiselle Mischief." Krib and Hill, Mary Norman, Edna Aug. Henry Clive and the Big City Quartet are a few of the other theatrical notables who are billed for this event.

Two weeks remain until the opening of the Portola festival, and in that time the finishing touches must be added to the program. Just what additions and elaborations will be made will depend entirely on the amount of cash available during this week. The finance committee is gratified at the way in which the contributions, big and small, are being made.

### LIGHTING FEATURES READY

By the end of this week the electric lighting, which is to be a notable feature of the festival, will be installed and most of the private illumination schemes will be ready. The floats and scenic tableaus for the historical pageants are being completed and all will be ready when the great day arrives.

The Portola information bureau staff is busy registering and renting rooms and will require at least 50,000 more rooms of all kinds by the opening day. Arrangements have been made with the United Railroads by Alfred Boncoveri, superintendent of schools, by which school children will be allowed to ride on the cars at half rates in going to and from their positions in Van Ness avenue and Golden Gate avenue Tuesday to welcome President Taft.

The half fare tickets will not be good outside of the hours 8 to 9 a. m., 12 to 3 p. m. and 7 to 4 p. m.

The United Railroads has been supplied with a list of schools in the city, together with the number of children in each school, and arrangements have been made to have special cars for the youngsters.

Mission parlor No. 28, Native Sons of the Golden West, has adopted a new uniform for the purpose of taking part in the parade during Portola week.

The Fraternal brotherhood is to have an elaborate float in the Portola parade, to be preceded by two companies of the uniform rank. The order will be represented by delegations from the lodges in this city, Oakland, Berkeley, Alameda, Hayward, Richmond, Melrose and Seminary park.

### German Cruiser for Portola

BERLIN, Oct. 2.—The navy department has been informed of the arrival at Honolulu of the cruiser Arcona, which will sail for San Francisco October 10 to represent Germany at the Portola celebration.

### PROFESSOR ARMES TO TALK ON SHAKESPEARE

The Sunday Assembly of the California club will meet this afternoon at 3 o'clock at the California club house. The lecture of the day will be by Prof. W. D. Armes of the University of California on Shakespeare. This promises to be unusually worth while, and it is expected that a large number of members will be present.

The Assembly is made up of the business women of the city who are unable to attend the club sessions during the week. All business women are cordially invited to be present.

### Art Work

Prepare for the holidays. Embroidery lessons given every day free of charge to any one who wishes to benefit by the teaching of a most competent instructor. To every day present newer novelties and fads is one of the dominant ideas of the Art Department. Such it now offers in the Rafia Embroidery. The color combinations are beautiful and the work fascinating. Priced brass being demonstrated; also the new stencil work which is becoming so popular.

Second Floor

Market St., Between 4th and 5th Streets, San Francisco

One year ago The Emporium opened its new store, the first concern to leave Van Ness Avenue, the first to demonstrate its faith in the rehabilitation of San Francisco by moving back to Market Street. The year's sales have been by far the largest in the history of The Emporium, demonstrating that its faith in the city and in the city's future, is well founded. Larger and better stocks, better service and continual striving to enhance the good opinion of the buying public, is the slogan which should make this store constantly more and more popular.

# The Emporium

"The House with the Liberal Money Back Policy."

### Women's Shoes

Exclusive patterns give an individuality to Emporium shoes that is most pleasing to the woman of taste. Bronze is the fad, a rich brown cloth top, bronze French kid, foxed button boot, with welted sole and high Cuban heel. \$7.00. Bronze calf button boot, short vamp, sole slightly extended, pompador leather heel; a boot with a custom made air to it. \$7.00. Bronze calf pump with a flexible close-trimmed extension sole, pompador leather heel, a very nobby shoe. \$5.00.

## October Sale of Undermuslins—Offers Unprecedented Bargains

Planned for months in advance the success of this sale is unquestioned. First of all the values offered are wonders at the sale prices. The assortment of garments of both plain and fancy ones will please all comers. Another point is the practicability of a great number, for although there are many exquisite lacey ones—elaborately made, there are equally as many built for service—hard wear and to withstand the merciless ravages of the laundry. Come early for the best bargains:



### Savings of Fully 1/3 on Each and Every Garment in This Sale

- Drawers**—Only 600 pairs in all of Nainsook, hemstitched and tucked, perfect fitting around the waist. Especially priced for this sale. **35c**
- Corset Covers**—Hundreds of corset covers, exquisitely trimmed with lace or embroidery, either all lace trimmed or all embroidery trimmed. Sale price, **45c**
- Combinations**—Two especially good numbers in either corset cover and drawers or corset cover and skirt combinations, of the softest, daintiest nainsook, trimmed with real Torchon. **95c**
- Princess Slips**—Exquisite lingerie slips, the proper undergarment for a one-piece dress. Beautifully made, excellent fitting, fine materials and trimmings. **\$2.95**

### Gowns

Dozens of dainty Night Gowns of innumerable patterns at these three prices. Every one pretty, new and fresh; some in crossbars, lawns and cambrics, with high, low, V, round and square necks. Liberal savings. **55c, 95c, \$1.95**

### Imported French Sets

French Sets, consisting of gown, drawers, chemise, daintily embroidered and all handmade. Our own direct importations from France offered at 1-3 off these regular prices for this sale. Sale prices offered are ridiculously low and the garments of exquisite daintiness. **Prices—\$7.50, \$8.50, \$12.50, \$15 to \$22.50**

### Combinations

A collection of the very best values in combinations we could possibly find for these prices in both skirt and drawer with cover, unequalled as to fit and quality. Bargains every one. **95c, \$1.95, \$2.95**  
Sale Held Second Floor—East



### New Waists

Hand-embroidered net waists, the year's newest ideas; trimmed with real Irish laces.



Waists of white net tucked and lined with net so as to be washable, thereby avoiding the expense of dry cleaning, extremely new sleeves, yoke effects and tailored styles, **\$6.50 to \$10.50.**

## Extraordinary Savings on Household Linens

An immense purchase of a manufacturer's stock, bought personally in Belfast, Ireland, of slightly imperfect linens at less than one-half price. Over 110 items of different qualities, sizes and patterns, which are so slightly imperfect as to be scarcely noticeable. The bargains are unprecedented; the imperfections very slight, and each one marked on the selvage by a hand-sewed thread, so as to be quickly detectable.

- Bargains in Satin Damask, Cloths and Napkins*
- Satin damask table cloths, 54x54, slightly imperfect. Unprecedented values at this reduced sale price. An unequalled opportunity. **\$1.35****
  - 72x72 inch satin damask table cloths in four beautiful patterns. Cloths slightly imperfect and rare bargains indeed at this price. **\$1.65****
  - Satin damask table cloths, 72x90 inches, in handsome patterns, beautiful qualities; slightly imperfect. Real bargains at this sale price. **\$1.95****
  - Double satin damask table cloths, 72x90 in., in a wide assortment of handsome designs, each cloth slightly imperfect; each one a bargain—**\$2.45****
  - Satin damask table cloths in many beautiful patterns, 72x108 inches, each one is slightly imperfect; hard to duplicate for one-half more. Each **\$2.55****

### Damask

64-inch mercerized Table Damask of heavy quality and beautiful patterns with large double borders. **\$2.75**  
Sale Price, the yd. **35c.**

### Satin Damask Napkins

**Satin damask Napkins, full size, 24x24 inches, and very fine quality, slightly imperfect. Genuine bargains at the sale price. The dozen, \$2.75.**

**Mercerized table napkins in many pretty patterns. 18x18 inch, the dozen, 69c. 20x20 inch, the dozen, 89c.**

**Each 21x21 in., in beautiful patterns and fine qualities, some slightly imperfect, sold therefore, at vast reductions for this sale. **\$2.35****

### Toweling

Linen crash Toweling, bleached, 17 inches wide, well finished and with fast border. **Sale Price, the yd. 7 1/2c.**

### Millinery

A subject dear to the heart of every woman. The Emporium showing for fall unprecedented for beauty.



Innumerable styles in Tricorne, Cavalier or Russian Turban effects, gorgeously trimmed with beautiful flowers or rich plumage; an immense assortment, \$5 to \$150.

### Portola Novelties

Every true San Franciscan is preparing for the great festival. Its success depends upon each individual in the city. Let every one boost.

Novelties and decorations for the gala event can be had at small prices at the Emporium. Our one regret that when ordering these to be made up in the Portola colors more were not bargained for. So we advise early buying. Paper novelties in hats, caps, canes, horns, garlands, lanterns, crackers, buzzers and blowers, American and Spanish flags, confetti, bunting. (In Toy Department.) Portola pillows and attractive novelties, table decorations and favors in the Art Goods Dept.

### For Tomorrow

163 new Fall Suits strictly man-tailored at but \$35. The opportunity presented is an exceptional one at the commencement of the season. This offering is made possible by a shrewd purchase made by our buyer now in the New York market.

It embraces a number of the season's hand-finished styles, every line that of a strictly custom tailored garment. The suits are beautifully tailored by experts. Lined with guaranteed Skinner's satin and show a variety of coat lengths, in semi-seven-eighths or fitted styles, with plain or cluster pleated skirts. **\$35**

All sizes from 14, 16 and 18 in misses' and little women's suits; from 34 to 48, in the regular women's sizes. Every suit in the entire collection an incomparable value.  
Second Floor—Market St.

### Beautiful New Stylish Garments for Women's Wear



### Fall Dresses

The newest conceptions of Fashion, handsomely built for street or business wear, likewise the most exquisite afternoon and evening gowns. Made in hard-finish fine French serges, chiffon broadcloth and satin finish, prunella cloth—likewise the silk Jersey topped frocks with broadcloth pleats from the knees—plain or elaborated—some fancily braided. All have the new sleeve, a modification of the old Bishop sleeve. Prices from \$20 to \$95.

### Separate Coats

Unusual values. The constant demand for hand-some man-tailored top coats has resulted in the showing of these 3/4 and 7/8 fitting covert and chiffon broadcloth models: coats of superior style and excellent workmanship; incomparable values at **\$27.50**

Many other notable values in all the popular up-to-date fabrics. Prices from \$9.50 to \$25.

### Umbrellas:

Men's, Women's, Children's Men's 28-inch umbrellas, paragon frames, patent runners, eight ribs, covered with carola or union taffeta tape edge, handles of natural wood, imitation horn, bone, gun metal and fancy tops—**\$1 to \$3.**

Women's 26-inch umbrellas, paragon frames, patent runners, covered with carola, union taffeta tape edge, handles of gun metal, German silver, gold plated, natural wood, Directoire handles—**\$1 to \$2.50.**

Children's and misses' umbrellas, 20-24 inch, paragon frames, patent runners, covered with carola, union taffeta silk—**50c to \$2.**

## The Greatest Jardiniere Sale in the History of The Emporium

Over a Carload and a Quarter of Fine Jardiniere at the Very Lowest Possible Retail Prices. The Greatest Bargains We Have Ever Offered

We believe this one of the largest single shipments delivered to a retail store in this city. Over a solid carload and a quarter of jardiniere of high grade. It is the result of the offer of pottery to take the whole stock at about half the regular prices. We eagerly bought the entire quantity and put them on sale Monday, divided into these three great bargain lots:

Not only is the quantity so large, but the value in each instance is meritorious.

Handsome Jardiniere, every one at far reduced bargain prices.



- LOT 1—Colored and plain jardiniere in a great range of styles. Special—69c, 89c and \$1.48.**
- LOT 2—Rookwood effect art jardiniere at the sale price of \$1.48 and \$2.48.**
- LOT 3—The extremely popular new matt green jardiniere—\$1.25, \$1.48, \$2.25 and \$2.98.**



Sale commences Monday, October 4, at 8:30 a. m. The large display will be held in the China Dept., first floor, rear.